

1-20. (Cancelled)

21. (Previously presented) A method of prescribing rules for collection and dissemination of customer data to a seller of goods or services comprising the steps of:

- a) recording privacy preferences of a customer by a computer of the seller as a service to the customer, wherein the privacy preferences instruct a transaction computer of the seller that reads the privacy preferences from a portable storage medium of the customer to limit collection and dissemination of one or more specific, distinct, and different types of the transaction data produced during a transaction between the customer and the seller including but not limited to the data types of history of purchases from the seller by the customer, demographic data, amount purchased, frequency of purchase, coupon used, payment method used, time of day, week, and year purchased;
- b) coding the privacy options by the computer of the seller; and
- c) downloading coded privacy preferences to the portable storage medium of the customer by the computer of the seller.

22. (Previously presented) The method of claim 21, wherein step a) includes recording privacy preferences of a customer via an electronic customer device by a computer.

23. (Previously presented) The method of claim 22, wherein the electronic customer device comprises a personal computer.

24. (Previously presented) The method of claim 22, wherein the electronic customer device comprises a portable communication device.

25. (Cancelled)

26. (Previously presented) (Previously presented) The method of claim 21, wherein step a) includes recording privacy preferences of a customer via a self-service terminal of the seller.